KPCSW

COMMUNICATION STRATEGY

Khyber Pakhtunkhwa
Commission on the Status of Women

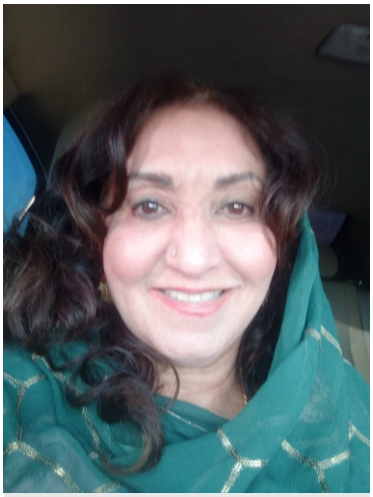


FOR BETTER OUTREACH AND VISIBILITY, 2020

Canada

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FOREWARD



The Khyber Pakhtunkhwa Commission on the Status of Women (KPCSW) as part of its Strategic Plan 2018-23, included in its workplan 2019-2020 the preparation of a communication Strategy. The aim of this undertaking is to equip KPCSW with the necessary tools to effectively engage a diverse range of stakeholders and raise awareness about the various issues that women face in the KP province. It is also designed to supporting the legal frameworks so as to create a favourable legal environment for the promotion and protection of women's right. As currently the province is faced with the Covid-19 pandemic, every effort has been made to keep the prevailing contaxt and related KP Government's policy in mind while preparing the communication stratagy.

The Communications Strategy has been prepared under the Global Affairs Canada-funded Women's Empowerment and Political participation in Khyber Pakhtunkhwa (WEPP-KP) project (2019-2022). WEPP-KP is managed by Cowater International Inc. a Canadian international development firm headquartered in Ottawa and registered in Pakistan.

The WEPP-KP project engaged the services of Kadam Communications and Consultants Private Limited (KCC), a registered local company under the Security and Exchange Commission of Pakistan, committed to providing communication and research solutions for advocacy, social change, and community uplift.

I wholeheartedly acknowledge and appreciate the generous support of the Canadian Government provided for the development of this Communications Strategy, and hope that it will continue its support in the implementation of the strategy as well.

Dr Riffat Sardar
Chairperson KPCSW
23rd July 2020

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ACRONYMS

CII	Cowater International Inc.
CEDAW	Committee on the Elimination of Discrimination Against Women
CDB	Caribbean Development Bank
DFID	Department for International Development
DFAT	Department of Foreign Affairs and Trade Australia
GAC	Global Affairs Canada
GBV	Gender-Based Violence
GGGIR	Global Gender Gap Index Report
GII	Gender Inequality Index
KCC	Kadam Communication & Consultant (PVT) Limited
KP	Khyber Pakhtunkhwa
KPCSW	Khyber Pakhtunkhwa Commission on the Status of Women
MENA	Middle East and North Africa
ECOSOC	Economic and Social Council,
EAI	Equal Access International
FGDs	Focus Group Discussions
ICCPR	International Covenant on Civil and Political Rights
ICT	Information and Communication Technologies
IADB	Inter-American Development Bank
IVR	Interactive Voice response
KAPs	Knowledge Aptitude and Practices
KPITB	KP INFORMATION TECHNOLOGY BOARD
SMS	Short Messaging Service
SBCC	Social and Behavior Change Communication
NGO	Non-Government Organization
UN	United Nations
VAW	Violence Against Women
WB	World Bank
WEPP-KP	Women's Empowerment and Political Participation in Khyber Pakhtunkhwa
WEF	World Economic Forum

EXECUTIVE SUMMARY

The status of women in Pakistan is a common and important theme in development. In Khyber-Pakhtunkhwa, Commission on Status of Women is an advisory-statutory body working for women development and gender equality. However, deeply entrenched social norms and practices prevent progress on gender equality, which requires open and ongoing dialogue with communities to change attitudes. The following document is a communications strategy and plan designed to support to Khyber Pakhtunkhwa Commission on Status of Women (KPCSW) in their efforts to solve the problems of women's empowerment and gender equality.

The document sets forth behavioral and communications objectives based on KPCSW's strategic plan and objectives. It offers operational tools and techniques to achieve these prescribed objectives to reach strategic milestones.

The strategy identifies the principal actors and audiences, providing proposals for how to reach them with specific messages and approaches for mobilizing masses and bringing the needed behavioral/social change favoring women's empowerment and gender equality in the province.

In consideration of the capacity needed and potential to expand communications with the passage of time, areas of focus have been prioritized and a communication plan presented to synchronize attempts for achieving the strategic goals.

Ongoing research to assess outcomes is an integral part of the KPCSW strategic plan. In support of this, assessment tools and indicators have been suggested in this communication plan to scale the gender responsiveness, monitor progress, and evaluate outcomes of communication activities.

Finally, the human resources, supervision and budget required have been identified. A public relations toolkit, media overview, journalists contact list and 5-Year Communications Plan have been developed and are annexed.

INTRODUCTION

The Khyber Pakhtunkhwa Commission on the Status of Women (KPCSW) was established in 2009 and given financial and administrative autonomy under new KPCSW Act XXVIII, enacted in 2016. This autonomy allows the Commission to allocate finances where needed. Initially, KPCSW's secretariat was strengthened and advocacy for amendments to the Domestic Violence Bill were enhanced.

Presently major components of KPCSW's work plan constitute:

1. Advocacy
2. Capacity building
3. Policy review/formulation
4. Research and knowledge/evidence generation
5. Monitoring
6. Coordination
7. Visibility

The Commission established District Committees on Status of Women (DCSWs) according to criteria in 24 districts of KP and its summary has been already sent for notification of district committees by the government.

KPCSW is an advisory body working to empower women in the province. However, deeply entrenched social norms and practices prevent progress on gender equality. This requires open and ongoing dialogue with communities to change attitudes and behaviors. Objectives set out in the KPCSW Strategic Plan call for a robust communication strategy to reach target audiences at every level. Key strategies highlighted in the KPCSW Strategic Plan are as follows:

STRATEGY 1: Institutional Strengthening of KPCSW through investment in infrastructure and human resource capital

STRATEGY 2: Creating Institutional Support for an enabling environment for KPCSW

STRATEGY 3: Carry out informed policy research and advocacy interventions to engender KP Policies, Programs and Projects affecting women

STRATEGY 4: Advocate and Support improvement in laws, rules and regulations affecting women

STRATEGY 5: Monitor the KP Women Empowerment Policy framework for its effective implementation

Communication is a social process that is essential for building sustainable development initiatives and creating environments in which participants share an understanding of the purpose and goals and implement measures to achieve them.

This Communication Strategy and Plan aims to provide technical assistance and enhance the capacity of KPCSW to achieve their strategic goals and effectively communicate with and engage the KP public in order to create an enabling environment for improving the status of women in Khyber Pakhtunkhwa.

This plan sets out communication objectives, key audiences, and target groups, discuss messages for to audience, tools and activities, all aimed at maximizing the impact of the communication efforts of the Commission.

Some components of this plan are already being implemented. Others are ideas proposed for further exploration and undertaken if sufficient human and financial resources are available. The plan builds synergies with and aims to contribute to existing strategies and plans.

Hence, this communication strategy puts users in the center of the communication process, uses established guidelines and best practices to promote communication between the Commission and target audiences, and aims to build key relationships with primary stakeholders.

KPCSW COMMUNICATION CHALLENGES

Effective communication is a process of exchanging ideas, thoughts, knowledge, and information, in a way that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver[1].

In the review stage and consultative process with KPCSW, following communication challenges were identified by KPCSW in their efforts to reach target audiences:

1. **ABSENCE OF CLEAR COMMUNICATION DIRECTION** both internally as well as externally
2. **Lack of CLEAR COMMUNICATION LANGUAGE**
3. **Lack of EFFECTIVE COORDINATION**
4. **LACK OF HUMAN RESOURCES FOR EFFECTIVE COMMUNICATION AND OUTREACH**
5. **COMMUNICATION COMMITTEE nor functional**
6. **AUDIENCE SPECIFIC COMMUNICATION MESSAGE needed**
7. **UNEXPLORED WORLD OF ONLINE SPACE**
8. **LACK OF MEDIA ENGAGEMENT**
9. **ABSENCE OF SYSTAMETIC, RESULT ORIENTED COMMUNICATION EFFORTS**
10. **MISSED OPPORTUNITIES OF CREATING SYNERGIES**
11. **REACHING NATIONAL AND INTERNATIONAL STAKEHOLDERS**

ASSUMPTIONS MADE

This communication strategy is based on the following assumptions for effective implementation and successful outcome.

- **HUMAN RESOURCES CONSTRAINT WILL BE ADDRESSED**
- **DUE CARE WILL BE TAKEN TO ENSURE GENDER RESPONSIVE COMMUNICATION EFFORTS**

[1] https://theinvestorsbook.com/effective-communication.html

- **COMMUNICATION RESEARCH AND MONITORING WILL BE ENSURED**
- **COMMUNICATION ADVISORY COMMITTEE WILL BE FUNCTIONALIZED**
- **EFFORTS TO IMPROVE INTERNAL COMMUNICATION MECHANISMS WILL BE ENSURED**
- **BUDGETARY FLOW TO SUSTAIN COMMUNICATION ACTIVITIES WILL ALSO BE ENSURED**
- **COMMUICATION DEPARTMENT AND COMMUNICATION ADVISORY COMMITTEE WILL SEEK TO MATERIALIZE BEHAVIORAL AND COMMUNICATION OBJECTIVE**
- **SHORT TERM IS ONE-YEAR, MID-TERM IS THREE YEARS AND LONG-TERM IS FIVE YEARS.**

OBJECTIVES

In line with KPCSW's mandate and communications goals, the following behavioral change and communication objectives have been set.

BEHAVIOURAL CHANGE OBJECTIVES

1. Pertinent Government Institutions and Line Departments assure legal and financial support to ensure autonomy of and create enabling environment for KPCSW through legal amendments, provision of resources and institutional support.
2. Pertinent Government Institutions/Departments understand and facilitate KPCSW role and mandate by encouraging improvement in laws, effective implementation and monitoring of Women Empowerment Policies and Framework, and assurance of improved governance in social care of women.
3. Public understands the role of KPCSW and provides accurate/correct information for assessment and improvement of pro-women policies and programs.
4. Donors, partners, civil society, community groups and media provide support in improvement of pro-women laws, rules and regulations by fostering dialogue, spread awareness and advocate for women political and economic empowerment as change agents.

COMMUNICATION OBJECTIVES

1. Advocate to parliamentarians, government officials and administrators to increase commitment and support: to strengthen KPCSW, establish women empowerment department, functionalizing DCSWs and make amendments in KPCSW Act 2016.
2. Advocate to Donors for coordinated resource allocation mechanism to fill resource gap where needed.
3. Advocate with incumbent office holders and build capacity of new office bearers to form an understanding and enable them to translate pro-women legislative proposals into action: by processing pending legislation affecting women, table new bills or improvements, bringing quality to existing projects/programs/service delivery, integrating gender equality, and building a database to facilitate decision making for new laws, rules and regulations.

4. Build capacity of knowledge management and research staff and inform and educate public in general: to refine the process of data collection, ensure reliability of research studies evaluating status of women and determine best way to make knowledge available to the right people.

5. Engage stakeholders at every level to:

   a) Raise awareness of women's issues at district, provincial, national and international level.
   b) Empower KPCSW as the key government organization working for the improvement of women's empowerment.
   c) Increased mass/new media coverage of the KPCSW and its initiatives.
   d) Foster synergy, coordination and collaboration with other actors and networks concerned with women's empowerment.
   e) Inform and influence policymakers, create an enabling environment and lobby for pro-women legislation and amendments to laws for improved gender equality in Khyber Pakhtunkhwa.

AUDIENCE OF STRATEGY

KPCSW will engage with a diverse range of stakeholders in pursuit of their objectives. Stakeholders, or audiences, can be grouped as primary, secondary, or tertiary participants/audiences.

❖ **Primary Audience:** the focus of KPCSW communications
- **PROVINCIAL POLICY-MAKERS** – Members of Senate, National Assembly, Provincial Assembly, District Council, Council of Islamic Ideology
- **PROVICIAL AND DISTRICT GOVERNMENT**
- **RELEVANT MINISTRIES & LINE DEPARTMENTS** – related to women development, empowerment, welfare, education, and policy development
- **WOMEN AND MEN OF KHYBER PAKHTUNKHWA –** house and working women at districts and provincial level
- **DONORS –** Regional, National and International Donors

❖ **Secondary Participants/Audience:**
- **NATIONAL POLICY-MAKERS** – Members of Senate, National Assembly
- **FEDERAL GOVERNMENT**
- **RELEVANT FEDERAL MINISTRIES & DEPARTMENTS** – related to women development, empowerment, welfare, education, and policy development
- **UN and INTERNATIONAL BODIES** – International bodies and organizations working on women and related issues
- **DEVELOPMENT PARTNERS**– Cowater International, WEPP-KP, White Ribbon Pakistan, Trocaire, Blue Veins, UNFPA, UN Women

❖ **TERTIARY PARTICIPANTS/AUDIENCE**
- **CIVIL SOCIETY –** international, national, and local not-for-profit organizations; NGOs and community based organizations.
- **MEDIA –** Traditional media and new media
- **LAWYERS / LEGAL SYSTEM –** lawyers' firms, associations, networks, and individuals

- **ACADEMIA / RESEARCH SECTOR** – Research institutes (public and private universities, independent organizations working on women issues)
- **GENERAL PUBLIC** – The general public includes beneficiaries of the work carried out by KPCSW that includes both the public at large as well as specific groups such as women.

COMMUNICATION MEDIUMS AND TOOLS

The following communication tools are proposed for KPCSW communications. However, the most suitable communication tools for specific audiences require tailoring, oversight and review to effectively target each audience.

- **PUBLICATIONS:** Brochure, reference materials, manuals, toolkits, newsletters, fact sheets, leaflets, calendars, files, Information, Education & Communication (IEC) materials, reports, briefs, banners, billboards, research Studies.
- **ONLINE**: website updates, e-mail alerts, e-newsletters. Online communication is a kind of communication between organizations or individuals at starts and ends on the Internet.
- **MULTIMEDIA:** audio/video files, video messages, animated videos.
- **MEDIA-COMMUNICATION**: press conferences, media advertising, press releases, etc.
- **MEETINGS, BRIEFS and EVENTS**: Walks, marches, seminars, trainings, orientation sessions, visits, technical working group meetings (including virtual meeting/trainings).
- **RELATIONS WITH RESOURCE PARTNERS**: meetings, resource partner reports, video conferences
- **SOCIAL NETWORKS AND FORUMS**: Facebook, Twitter, Instagram, etc.
- **RADIO**: Radio is still popular in rural areas especially in the Newly Merged Areas. Effective messages could be aired through radio dramas, spots, reports, thematic songs, talk shows, magazine programs.
- **TV:** Teleplays, dramas, thematic songs, advertisements, talk shows, public service announcements, news reports, TV packages, event/meetings coverage
- **INTERACTIVE VOICE RESPONSE (IVR):** IVR is an automated telephone system that interacts with callers, gathers information and routes calls to the appropriate recipients.
- **NEWSPAPER:** Newspaper is still one of the most widely read means of written communication in Pakistan, including Khyber Pakhtunkhwa. This medium can be used for publishing interviews of key staff, special features of related issues, letters to editors, columns, etc.
- **INTERNET BASED CHANNELS OF COMMUNICATIONS and SMART TECHNOLOGY**: there are 165 million mobile users in Pakistan, which represents 78.16% tele density. While among them there are 76 million 3G/4G subscribers and 78 million broadband users in Pakistan, who are accessible

and reachable with one click.[2] In recent years, as new devices such as smartphones, smartwatches and tablets have entered the market, new interaction types between customers and organizations have also emerged. People are no longer constrained to the telephone, mail, or the web; nowadays, they can engage with an organization in many other ways.

KEY MESSAGES

KPCSW should disseminate key messages that can be tailored according to the audience and used in speeches, events, posters, media interviews, and other communications. They need to be updated regularly with new data. The emphasis should be on issues that affect women's social, cultural and political life, such as education, gender-based violence, gender parity and livelihoods.

By having key messages pre-prepared, it is ensured that all spokespersons of KPCSW convey the same information, and that communication products deliver the same message.

Communications are effective when a structured narrative with a **slogan** is developed in consideration of organizational goals, the challenges being addressed and any recent progress. Narrative helps in building credibility, image and identity and providing a practical structure for sharing information with external audiences.

Message development needs thorough consideration to determine what message should be communicated to whom, in which settings and tone. Each aspect of this question could have myriad aspects and possibilities; however, some of the important questions to consider when developing and tailoring messages include:

- What behavior is to be promoted?
- What are the barriers to adopting positive behavior?
- What action is to be urged?
- How will the message inform, entertain, educate, persuade, and empower?
- Will the message be rational or emotional?
- Will the message be serious or humorous?
- Will the message be direct or indirect?
- Will the message be definite or open-ended?

Table 1: Specimen template for message development

Target audience	Behavior to Promote	Hurdles to adopt behavior	Message Tone/Appeal	Number of Audience (one-on-one, group settings, mass media)
General Public	Support girls' education	Stereotype: women better learn housework	Indirect, open ended	One to one: if women become doctors or teachers, they will serve the whole family and community. Group Meetings: Most sectors lack female professionals representing and opportunity to grow.

[2] https://www.pta.gov.pk/en/telecom-indicators

	Mass Media: educated women ensure an educated future.

A proposed outline for building a narrative is as follows:

- KPCSW vision
- KPCSW role and functions
- Impact of its achievements
- Goals, activities, and progress
- Milestones yet to be achieved
- Messages / appeals (for support and cooperation)
- Way forward

CONCEPTUAL BASIS AND APPROACH

❖ **SHORT-, MID- AND LONG-TERM PLANS**

In consideration of status and level of communication interventions needed immediately, in the coming years and long-term, this strategy offers prioritization and segmentation of areas and outcomes to focus on through the short-, mid- and long-terms. Prioritization means only changing the context and objective of activities that will be carried out as per the proposed five-year plan. Therefore, it suggests gradual escalation of communications activities with the passage of time, allowing KPCSW to prepare for and ensure high quality communications.

This prioritization has been done, keeping in mind, challenges KPCSW is currently facing especially due to lack of human and financial resources. This prioritization will allow KPCSW to build internal capacity, improve systems and increase the knowledge base for communications before launching engagements with a wider range of audiences.

Table 2: Short Term, Mid Term and Long-Term prioritization plan

	AREAS/OUTCOMES TO FOCUS
Short-Term	Advocacy for: • Institutional strengthening • Policy adoption • Placement on policy agenda • Policy development • Policy implementation • Policy M&E • Policy maintenance • New donors
Mid-Term	Advocacy, Research, Behavior Change Communication, Internal Communications: • Information and Knowledge Creation: Research on VAW, GBV, KAPs • Development of Database: on women issues and gender responsiveness • New Donors & Diversified Funding • Improving System and reach

	• Organizational/ issue visibility or recognition • Media Coverage • Awareness on need for policy change to improve women life in the region. • Issue Reframing • Improving Organizational Advocacy Capacity
Long-Term	Advocacy, Research, Behavior Change Communication, Social Marketing, Social mobilization: • Public and Political Will • Finding New Advocates/Champions on women rights • Improve Support-base • Favorable Attitudes and Beliefs • Creating Favorable Environment • Partnerships, alliances, coalition

❖ **INTERNAL AND EXTERNAL COMMUNICATION**

INTERNAL COMMUNICATION

Understanding forms of internal communication could help in finding solutions for improving employee's engagement and in building a better team. This strategy also recommends that KPCSW look into organizational behavior for improvement of internal communication on an immediate basis to allow:

- Bringing unanimity and harmony within the organization;
- Building a positive organizational culture;
- Developing an holistic view of the organization; and
- Creating a feedback channel within the organization.

The Communication Advisory Committee, KPCSW's top management and Knowledge Management Team/Officer will play important roles in reviewing and offering strategic guidance for enhancing coordination, cooperation, and collaboration. However, some of the major areas for consideration include:

- Capacity building / training / educational opportunities for staff.
- Level of communication between management and staff.
- Relevance of information given to staff in a specific position.
- Staff access to relevant information.
- Level of staff understanding of organizational goals.
- Information distribution mechanisms within the organization.
- Complaint and programmatic feedback mechanisms.

EXTERNAL COMMUNICATION

External communication is the exchange of information with audiences outside the formal structure of an organization.

❖ **GENDER RESPONSIVE COMMUNICATION**

It is important that the KPCSW, as policy advisory government body working for women in the province, ensures integration of gender in all its communication activities, keeping in sight gender

equality objectives. Therefore, couple of important figures related to gender responsive programming and communications are given below for consideration.

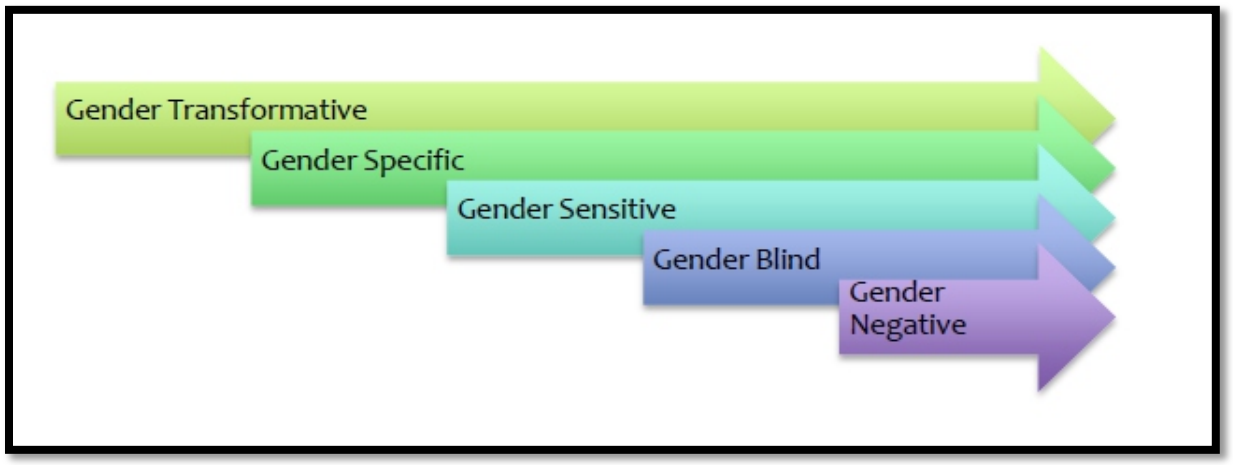
Gender responsive programming refers to programs where gender norms, roles and inequalities have been considered, and measures have been taken to actively address them. Such programs go beyond increasing sensitivity and awareness and actual implement initiatives to narrow or remove gender inequalities. Gender sensitive programming, on the other hand, refers to programs where gender norms, roles and inequalities have been considered and awareness of these issues has been raised, although appropriate actions may not necessarily have been taken. Gender sensitive efforts need to be accompanied by gender responsive actions in order to achieve gender equality and transform gender relationships and power structures.

The level of gender integration in programs is assessed against a gender equality continuum as reflected in figure 1 below. Gender responsive programs can range from gender sensitive, specific or transformative and this will vary based on the focus issues and approaches taken to address them. Figure 2 provides a useful scale to assess the level of gender responsiveness of programs.

While all communication initiatives cannot aim to be gender transformative, at a minimum, initiatives should gender sensitive. For instance, typically, an immunization communication campaign, may not attempt to promote gender equality but it must consider the opportunities, roles and needs of female and male caregivers to effectively reduce the gender disparity in vaccine coverage. On the other hand, a gender transformative communication effort to promote girls' education should aim to increase not only school enrolment but challenge harmful social norms which act as barriers to girls staying in school.

Figure 2 illustrates how communications initiatives can range from being gender negative to gender transformative and the key features of each level.

Figure 1: Gender Equality Continuum[3]



[3] https://www.unicef.org/rosa/media/1786/file

Figure 2: Gender Responsive Assessment Scale[4]

Gender Negative	• Perpetuates gender inequality by reinforcing unbalanced norms, roles and relations • Privileges men over women (or vice versa) • Often leads to one sex enjoying more rights or opportunities than the other
Gender Blind	• Ignores gender norms, roles and relations • Very often reinforces gender-based discrimination • Ignores differences in opportunities and resource allocations for women and men • Often constructed based on the principle of being "fair" by treating everyone the same
Gender Sensitive	• Considers gender norms, roles and relations • Does not address inequality generated by unequal norms, roles or relations • Indicates gender awareness, although often no remedial action is developed
Gender Specific	• Considers gender norms, roles and relations for women and men and how they affect access to and control over resources • Considers women's and men's specific needs • Intentionally targets and benefits a specific group of women or men to achieve certain policy or programme goals or meet certain needs • Makes it easier for women and men to fulfil duties that are ascribed to them based on their gender roles
Gender Transformative	• Considers gender norms, roles and relations for women and men and that these affect access to and control over resources • Considers women's and men's specific needs • Addresses the causes of gender-based health [and other] inequities • Includes ways to transform harmful gender norms, roles and relations • The objective is often to promote gender equality • Includes strategies to foster progressive changes in power relationships between women and men

❖ ADVOCACY

Advocacy is directed at different levels of decision makers - people who have the power to create policies, programs, structures and allocate resources. By persuading decision makers to decide in

[4] https://www.unicef.org/rosa/media/1786/file

favor of a cause, advocacy seeks to develop, change, or modify an existing law, policy and/or administrative practice that would enhance[5] the prospects of gender equality and mainstreaming.

Advocacy is a programmatic priority and necessity of KPCSW, reiterated and recommended in its strategic plan in order to achieve different goals. Therefore, given due attention in terms of activities proposed by this Communication Strategy.

❖ **SOCIAL MOBILIZATION**

Social mobilization is the process of bringing together all societal and personal influences to raise awareness, create demand, assist in the delivery of resources and services, and cultivate sustainable individual and community involvement.

Numerous initiatives have been launched by local, national and international NGOs, in collaboration with KPCSW, with the aim of creating a favorable environment for ensuring the rights of women in Khyber Pakhtunkhwa. These NGOs, associations, groups, and networks still exists and can be harnessed to advance women's empowerment.

❖ **BEHAVIOR AND SOCIAL CHANGE**

Behavior change requires a research-based, consultative process for addressing knowledge, attitudes, and practices. It provides relevant information and motivation through well-defined strategies, using a mix of media channels and participatory methods. Behavior change strategies focus on the individual as a locus of change. **Social change**, on the other hand, focuses on the community as the unit of change. For behaviors to change, certain harmful cultural practices, societal norms and structural inequalities must be considered and addressed.[6]

Social marketing involves the use commercial marketing methods to target messages to segments of society in order to increase knowledge, change attitudes and promote practices[7].

❖ **RESEARCH**

Research and knowledge/evidence generation is part of KPCSW's mandate and plan. KPCSW research initiatives will be focused on policy and program design and implementation. However, this strategy also recommends that research initiatives inform and support KPCSW's communication objectives. Some suggested studies include:

- Assessment of gender responsiveness of government projects (Annual Development Schemes)
- Knowledge aptitude and practices survey (e.g. on media consumption and pro-women messaging)
- Assess reactions to messages on pro-women laws and issues
- Assess media tonality (positive, negative, and neutral news) on gender equality issues
- Launch internet-based polls and surveys on pro-women laws and issues in KP

❖ **CREATING ENABLING ENVIRONMENT**

Enabling environment involves creating spaces for plurality of voices and narratives of community, encourage listening, dialogue, debate and consultation, ensuring the active and meaningful participation of primary, secondary and tertiary audience and promoting gender

[5] https://www.unicef.org/cbsc/files/BCC_Emergencies_full.pdf
[6] https://www.unicef.org/cbsc/index_42352.html
[7] http://gsdrc.org/docs/open/hdq817.pdf

equality.

Table 3 below has processes that contributes in creating the enabling environment for change.

Process	Definition	Action
Organizing	Organizing is a broad-based activity designed to ensure that the views represented come from those who are affected by the issue.	Interviews, documentaries, stories, feedback, factsheets, research/survey facts, polls
Campaigning	Latin origin for campaigning is campus, the wider battlefield. Campaign publicly promotes an agenda, involving platforms where a wide audience can hear the advocate's message	Create and mobilize the public around the advocacy issue, change perceptions, and build support to influence decision-makers and stakeholders through awareness raising, communications and media work
Lobbying	Lobbying derives from the Latin word loggia, a room where one would meet directly with decision makers to engage in (often private) quality discussions and debate.	one-on-one discussions with decision-makers to influence them to change policy, practice, or behavior

Before the start of lobbying, following points are important to consider.

- Understanding the situation regarding issue
- Understanding what organization (KPCSW) wants
- Generating evidence
- Mapping stakeholders' interests, influence, and importance
- Understanding their relative power
- Understanding what they want to hear
- Developing evidence-based messages
- Identifying the right messenger, stakeholder would like to hear it from

HUMAN RESOURCES

KPCSW is also short of staff to run the communication team/department and implement a communication strategy in the best available manner, KPCSW will require the following staff:

1. Director/Team Lead Media and Communication
2. Communications Manager
3. Knowledge Management Officer
4. Public/Media Relations Officer
5. Coordination and Reporting Officer
6. Digital/Social Media Officer
7. Outreach/Community Engagement Officer
8. District Communication Officers

The role of the communication team/department is to establish brand, promote products or services and reach target audience to achieve communication goals and objectives.

There are many functions of a communications team/department. You may find that your organization needs some more than others. You may also find that some functions of the communications department work better than others for your industry and brand. However, some of the suggested functions are as follows:

Functions of a communications team/department include:

- Creating and implementing an annual communications plan, often in conjunction with other departments.
- Overseeing internal organization communications, including internal announcements, and training.
- Managing marketing materials, including brochures, newsletters, and mailers.
- Finding opportunities for advertising, whether in print, on TV or online.
- Managing website and social media, including working with website developers, posting regular social media updates, and engaging with people on your social media channels.
- Managing blogs, including creating a relevant editorial calendar, writing articles, and working with freelancers to create content.
- Running campaigns, promotions, either on social media or at physical locations.
- Holding events, seminars, launches, trainings, field visits.
- Overseeing media relations, including writing, and distributing news releases, responding to media inquiries, and maintaining a media kit about your organization.
- Public speaking, including representing your organization in public settings and preparing executives to speak at events such as news conferences.
- Handling crisis communications when an event threatens public safety or your organization's reputation, such as accidental death, a toxic spill, or layoffs.
- Conducting and facilitating communication research, surveys, interviews.
- Development and dissemination of knowledge and strengthen knowledge products and publications.
- Mapping of media, potential partners, stakeholders.
- Launch partnerships, coalitions, networks and alliances.
- Conduct advocacy and community engagement activities.

Advisory Committee to oversee and guide communication team/department in line with communication and strategic objective is also suggested to be formed and functionalize. Either, already formed Research, Advocacy and Communications Committee should be functionalized or new one could be established with following proposed members and objectives assigned.

Core Members: Chairperson, Lead Program Managers/Officers, Communications Departments

Co-Opted Members: Experts from relevant government departments and partner organizations.

Communication Advisory Committee could work in consideration of following objectives:

- ❖ Support KPCSW Communication Team/Department in oversight, implementation, monitoring and evaluation of communication activities-based on priorities set in short term, mid-term, and long-term plan.
- ❖ Build trust and credibility of KPCSE and increase knowledge, awareness, and motivation of target audience in support of KPCSW pro-women empowerment initiatives.
- ❖ Support advocacy, social mobilization, and outreach activities through communication team/department.

BUDGET AND FINANCES

Budget for implementation of communication plan has already been proposed in Five Year Plan and it is assumed that separate head for communications head will be introduced in annual budget of KPCSW to allocate finances to the following areas of communications.

- Capacity Building
- Monitoring, Evaluation & Research
- Development, Production, publication/broadcast of print, audio, video content
- Online/Social Media Boosting and paid activities
- Special and Community Engagement Events
- Coordination Meetings

ANNEX 1: FIVE YEAR COMMUNICATION PLAN AND BUDGET

The table below presents a five-year communications plan with corresponding budget for KPCSW. This table is also found in a separate excel file, which is linked below.

FIVE YEAR COMMUNICATION PLAN						
Activity	**Frequency**					**Estimated Budget Rupees**
	2021	**2022**	**2023**	**2024**	**2025**	
Communication Objective 1: Advocate with parliamentarians, government officials and administrators increase commitment and support: to strengthen KPCSW, establish women empowerment department, functionalizing DCSWs and make amendments in KPCSW Act 2016.						
Briefings/presentations/Meetings	6	6	6	4	4	130,000.00
Relationship building with decision-makers meetings/visits	6	6	6	4	2	120,000.00
Policymaker and candidate education/orientation (preferably group meetings/sessions)	1	1	1	1	1	600,000.00
legal advocacy	2	2	2	4	4	70,000.00
Lobbying (Meetings/Visits)	4	6	8	6	4	280,000.00
Policy Proposal Development	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	
Partnerships, Alliances, Coalition and Network Building : for unifying voices to raise issue and promoting the cause (meetings)	2	2	2	2	4	60,000.00
Organizational Capacity Building Trainings	2	4	6	4	2	3,600,000.00
Printed promotional, informative and Research Material publication in a year	2	2	2	2	2	10,000,000.00
Communication Objective 2: Advocate with Donors for coordinated resource allocation mechanism to fill resource gap where needed						
Briefings/presentations	6	6	8	12	12	220,000.00
Relationship building with decision-makers	6	6	6	8	10	180,000.00
Printed promotional, informative and Research Material Distribution	6	6	6	6	6	

Communication Objective 3: Advocate with incumbent office holders and build capacity of new office bearers to build understanding and enable them translate pro-women legislative proposals into action: by policy review, processing pending legislation affecting women, bringing gender equality to existing projects/programs/service delivery, integrating gender equality, and building database to facilitate decision making for new laws, rules and regulations.						
Briefings/presentations	6	6	6	8	10	180,000.00
Relationship building with decision-makers	2	2	2	2	2	50,000.00
Policymaker and candidate education/orientation	1	1	1	2	2	1,050,000.00
policy review and legal advocacy	2	2	2	4	4	70,000.00
Lobbying	2	2	4	6	8	110,000.00
Policy review with gender lens	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	
Monitoring of policy preparation for the purpose of gender informed approach and gender balance	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	
Printed promotional, informative and Research Material Distribution	13	13	15	22	26	
Communication Objective 4: Build capacity of knowledge management and research staff and inform, aware and educate public in general: to refine the process of data collection, ensure reliability of research studies evaluating status of women, and determine best way to make right knowledge available to the right people.						
Interpersonal Communication (IPC) Skills Development Trainings		1	2	4	4	1,650,000.00
Paid Mass/New/Multimedia Products		2	2	2	2	4,000,000.00
Unpaid/Earned Media Products	4	4	4	6	6	
Issue/policy review/ analysis and research	1	2	2	4	4	650,000.00
Pilots or Demonstration Projects				1		2,000,000.00
Communication Research/Studies/KAP Surveys		1	1	2	2	3,000,000.00
Printed promotional, informative and Research Material Distribution	6	10	11	19	18	
Communication Objective 5: Engage stakeholders at every level:						
(i) Raise awareness of women issues at district, provincial, national and international level;						
(ii) Empower KPCSW as the key government organization working for women empowerment						
(iii) Increased mass/new media coverage of the KPCSW and its initiatives						

(iv) Foster synergy, coordination and collaboration with other actors and networks concerned with women empowerment;						
(V) Inform and influence policymakers, create enabling environment, policy review and lobby for gaining favour in pro-women legislation and amendments to laws pursuing better life for women in Khyber Pakhtunkhwa						
Paid print, broadcast and digital Media Products		2	2	4	6	28,000,000.00
Earning print, broadcast and digital Media Products (Press Briefs, Conferences, Releases, News Reports etc.)	8	8	10	14	14	500,000.00
Media Monitoring	On-Going	On-Going	On-Going	On-Going	On-Going	On-Going
Media Capacity Orientation Sessions/Visits etc.			1	2	2	2,500,000.00
Media Relationship building (Visits to media outlets)	5	10	15	20	24	74,000.00
Rallies, Marches, Observing International Days and Special Events			1	2	3	3,000,000.00
Partnerships, Alliances, Coalition and Network Launched		1	2	2	3	16,000,000.00
Community Engagement Sessions: for gaining support on an issue or position				30	30	3,000,000.00
Printed promotional, informative and Research Material Distribution	8	11	16	54	56	
GRAND TOTAL						**81,094,000.00**

ANNEX 2: COMMUNICATION STRATEGY MATRIX

The communications strategy matrix is a tool which supports the objectives and approaches outlined in this document. It is designed to support users to identify appropriate activities and audiences for a given communications objective. An excel file of this table is also available separately.

Communication Strategy Matrix								
		Organizational Goals	**Behavioural Objectives**	**Communication Objectives**	**Activities**	**Target Audience**	**Output & Monitoring Indicators**	**Outcomes and Impact**
STRATEGY 1	Institutional strengthening of KPCSW through investment in infrastructure and human resource capital	Goal 1.1: KPCSW has its own building Goal 1.2: KPCSW has required human, technical and financial resources Goal 1.3: Sustainability of Donor-Funded Program Goal 1.4: Amendments in KPCSW Act, 2016 Goal 1.5: All districts have functional DCSWs	1. Pertinent Government Institutions and Line Departments assures legal and financial support to ensure autonomy of and create enabling environment for KPCSW through legal amendments, provision of resources and institutional support.	1. Advocate with parliamentarians, government officials and administrators increase commitment and support: to strengthen KPCSW, establish women empowerment department, functionalizing DCSWs and make amendments in KPCSW Act 2016. 2. Advocate with Donors for coordinated resource allocation mechanism to fill resource gap where needed.	1. Briefings/ presentations 2. Relationship building with decision-makers 3. Policymaker and candidate education/orientation 4. Legal advocacy 5. Lobbying 6. Policy proposal development 7. Partnerships, Alliances, Coalition and Network Building: for unifying voices to raise issue and promoting the cause 8. Organizational Capacity Building 9. Printed promotional, informative and Research Material Distribution	**Primary Audience:** the focus of KPCSW communications •PROVINCIAL POLICY-MAKERS – Members of Senate, National Assembly, Provincial Assembly, District Council, Council of Islamic Ideology •PROVICIAL AND DISTRICT GOVERNMENT •RELEVANT MINISTRIES & LINE DEPARTMENTS – related to women development, empowerment, welfare, education, and policy development •WOMEN/MEN POPULATION OF KHYBER PAKHTUNKHWA – house and working women at districts and provincial level •DONORS – Regional, National and International Donors •Partners – Cowater International, WEPP-KP, White Ribbon Pakistan, Trocaire,	**1. Briefings/ presentations** • Number of briefings or presentations held • Types of audiences reached through briefings or presentations • Number of individuals attending briefings and presentations **2. Relationship Building with decision-makers** • Number of meetings or briefings held with policymakers **3. Policymaker and candidate education/orientation** • Number of policymakers or candidates reached • Types of policy makers or candidates reached **4. Legal advocacy** • Number of meetings or briefings held with lawyers, judicial system **5. Lobbying** • Number of meetings with policymakers or candidates to influence law • Number of policymakers or candidates reached • Types of policymakers or candidates reached **6. Policy proposal development** • Policy guidelines or proposals developed • Number of organizations agreeing/signing policy	Institutional Strengthening Policy Adoption New Donors & Diversified Funding Improved Systems & Reach Improved support base Organizational advocacy capacity built

STRATEGY 2	Creating Institutional Support for an enabling environment for KPCSW	Goal 2.1: Establishment of Women Empowerment Department Goal 2.2: Government Departments understand and facilitate KPCSW role and mandate	2. Pertinent Government Institutions/Departments understand and facilitate KPCSW role and mandate by encouraging improvement in laws, effective implementation and monitoring of Women Empowerment Policies and Framework and assurance of improved governance in social care of women.	3. Advocate with incumbent office holders and build capacity of new office bearers to form an understanding and enable them translate pro-women legislative proposals into action: by processing pending legislation affecting women, table new for improvements, bringing quality to existing projects/programs/service delivery, integrating gender equality, and building database to facilitate decision making for new laws, rules and regulations.	1. Briefings/ presentations 2. Relationship building with decision-makers 3. Policymaker and candidate education/ orientation 10. litigation or legal advocacy 5. Lobbying 6. Policy proposal development 9. Printed promotional, informative and Research Material Distribution	Blue Veins, UNFPA, UN Women **Secondary Participants/Audience**: •NATIONAL POLICY-MAKERS – Members of Senate, National Assembly •FEDERAL GOVERNMENT •RELEVANT FEDERAL MINISTRIES & DEPARTMENTS – related to women development, empowerment, welfare, education, and policy development •UN and INTERNATIONAL BODIES – International bodies and organization working on women and related issues **Tertiary Participants /Audience** •CIVIL SOCIETY – international, national, and local non-for-profit	guidelines or proposals **7. Partnerships, Alliances, Coalition and Network Building: for unifying voices to raise issue and promoting the cause** • Number & Types of partnerships etc. developed • Number of organizations pledged financial/technical support • Number of organizations provided programmatic support • Number and Type of audience reached/accessed through collaboration **8. Organizational Capacity Building** • Number of trained and professional staff hired • Number of training/orientation sessions held • Number of Toolkits developed/distributed **9. Printed promotional, informative and Research Material Distribution** • Number/Types of promotional, informative and research material developed • Number of promotional, informative and research material distributed **10. litigation or legal advocacy** • Legal briefs written/facilitated • Testimony offered/facilitated	Creating Favourable Environment Awareness Favourable Attitudes and Beliefs Placement on Policy Agenda Policy Development Policy Implementation Policy M&E Policy Maintenance Positive Attitudes and Beliefs Improved Systems
STRATEGY 5	Monitor the KP Women Empowerment Policy framework for its effective implementation	Goal 5.1: Effective implementation of Women Empowerment Policy Framework (WEPF) in KP Goal 5.2: Improved governance of institutions of social care for women Goal 5.3: Making workplace women friendly						

STRATEGY 3	Carry out informed policy research and advocacy interventions to engender KP Policies, Programs and Projects affecting women	Goal 3.1: Informed policy, research and advocacy interventions for improving the status of women in the province Goal 3.2: Plugging Policy Gaps for women economic empowerment and newly merged areas Goal 3.3 : Enhance KPCSW's outreach to marginalized women in KP	3. Public understands the role of KPCSW and provides accurate/correct information for assessment and improvement of pro women policies and programs.	4. Build capacity of knowledge management and research staff and inform, aware and educate public in general: to refine the process of data collection, ensure reliability of research studies evaluating status of women, and determine best way to make right knowledge available to the right people.	11. Interpersonal Communication (IPC) Skills Development Trainings 12. Paid print, broadcast and digital Media: for awareness, behaviour change and raising policy demand 13. Earned print, broadcast and digital Media: for visibility of issue and KPCSW initiatives 14. Issue/policy analysis and research 15. Pilots or Demonstration Projects 16. Research Studies (& KAP Surveys) 9. Printed promotional, informative and Research Material Distribution	organizations; NGOs and Community Based •MEDIA – Traditional Media and New Media •LAWYERS/LEGAL SYSTEM – lawyers' firms, associations, networks, and individuals •ACADEMIA/RESEARCH SECTOR – Research institute (public and private universities, independent organizations working on women issues) •GENERAL PUBLIC – The general public includes beneficiaries of the work carried out by KPCSW that includes both the public at large as well as specific groups such as women	**11. Interpersonal Communication (IPC) Skills Development Trainings** • Number of IPC Trainings held • Types of participants/staff engaged • Number of participants/ staff engaged **12. Paid print, broadcast and digital Media: for awareness, behaviour change and raising policy demand** • Number of print-audio-video awareness/behaviour change content developed • Number of print-audio-video awareness/behaviours change content published/broadcast • Number of print-audio-video awareness/behaviour change content boosted on social media platforms • Websites or Web pages developed **13. Earned print, broadcast and digital Media: for visibility of issue and KPCSW initiatives** • Number of statements issued, • Number of journalists facilitated/news stories published/broadcast • Number of talk shows, media programs attended	Information and Knowledge Creation Development of Database Awareness Favourable Attitudes and Beliefs Public Will Placement on Policy Agenda Policy Development

STRATEGY 4	Advocate and Support improvement in laws, rules and regulations affecting women	Goal 4.1: Improved pro-women legislation	4. Donors, Partners, civil society, community groups and media provide support in improvement of pro-women laws, rules and regulations by fostering dialogue, spread awareness and advocate for women political and economic empowerment as change agents.	5. Engage stakeholders at every level to: (i) raise awareness of women issues at district, provincial, national and international level; (ii) Empower KPCSW as the key government organization working for the improvements of women empowerment; (iii) Increased mass/new media coverage of the KPCSW and its initiatives; (iv) Foster synergy, coordination and collaboration with other actors and networks concerned with women empowerment; (V) Inform and influence policymakers, create enabling environment and lobby for gaining favor in pro-women legislation and amendments to laws pursuing better life for women in Khyber Pakhtunkhwa	12. Paid print, broadcast and digital Media: for awareness, behaviour change and raising policy demand 13. Earning print, broadcast and digital Media: for visibility of issues and KPCSW initiatives 17. Media Monitoring 18. Media Capacity and Relationship building 19. Rallies, Marches, Observing International Days and Special Events 7. Partnerships, Alliances, Coalition and Network Building: for unifying voices to raise issue and promoting the cause 20. Community Engagement: for gaining support on an issue or position 9. Printed promotional, informative and Research Material Distribution		• Number of online ore electronic messages and frequency publications, posts, uploads • Web pages /accounts developed • Number of followers, subscribers etc. **14. Issue/policy analysis and research** • Number of policy analysis or research products developed, e.g., reports, briefs • Number and types of distribution outlets for products • Number of products distributed **15. Pilots or Demonstration Projects** • Number of pilots/demonstration projects implemented on small scale • Funding secured for demonstration projects or pilots **16. Research Studies (& KAP Surveys)** • Number of research studies surveys conducted **17. Media Monitoring** • Number of print electronic media channels/newspapers monitored • Number of positive, negative and neutral news/stories **18. Media Capacity and Relationship building** • Number of journalists/media outlets engaged (through earned media) • Number of visits made to media outlets • Number of events covered by media • Number of trainings/orientation sessions for media professionals • Number of media professionals participated in trainings/orientation sessions **19. Rallies, Marches, Observing**	New Donors, New Advocates/Champions Public and Political Will Organizational/ issue visibility or recognition Placement on the policy agenda Blocking detrimental policy Issue Reframing Support-base growth Media Coverage Awareness Public Will Partnerships or alliances Improved Organizational Advocacy Capacity

							International Days and Special Events • Number of rallies or marches held and attendance • Participation of high-profile speakers or participants **20. Community Engagement: for gaining support on an issue or position** • Number of Community Engagement activities • Number of participants attended CE activities • Number of new advocates, champions and supporters	

ANNEX 3: MEDIA OVERVIEW

Pakistan's media is flourishing. Many of the privately-owned media groups command big radio, TV and newspaper audiences and are highly profitable. Television has become the main source of news and information for people in Pakistan's towns, cities and large areas of the countryside. Where television is available, Pakistanis prefer TV to radio as a source of information. However, much of the rural population continues to rely heavily on radio. So, too, do millions of Pakistanis who live in zones of conflict near the Afghan border. Many of the armed fundamentalist Islamist groups that operate there disapprove of television on religious grounds[8]. Young urbanites are increasingly tuning in to FM stations for music and entertainment on their mobile phones.

RADIO FACTS

- Pakistan Broadcasting Corporation (PBC) www.radio.gov.pk, which runs the state radio network, retains an official monopoly on broadcasting national and international radio news. It covers the entire country on FM, medium and short wave.
- Private radio stations can relay the news bulletins and programs of PBC and, to a limited extent, the BBC Urdu service and Voice of America (VOA).
- Private FM stations are not allowed to produce and broadcast their own national and international news under the terms of their radio license, although this restriction is sometimes ignored. Some private stations can broadcast local news.
- The Pakistan Electronic Media Regulatory Authority (PEMRA) www.pemra.gov.pk limits the transmitter strength of private FM stations. They are allowed a maximum broadcast coverage radius of 50 km.
- Private radio has almost no penetration in some rural areas and ex-FATA in Pakistan.
- state-run PBC retains a virtual monopoly of rural radio audiences.

TELEVISION FACTS

- The government-run Pakistan Television Corporation (PTV) www.ptv.com/pk retains a monopoly of free-to-air terrestrial broadcasting.
- Private TV channels are only allowed to broadcast on cable, satellite and the internet.
- Marketing research company Gallup Pakistan estimated there were 186 million TV viewers in Pakistan. Of these, 86 million - were terrestrial viewers who could only receive PTV channels.
- Cable TV is available in metropolitan cities, however, residents of remote areas (where there is no cable tv) people can still access private tv via satellite receivers or using the Internet (subject to availability of internet.

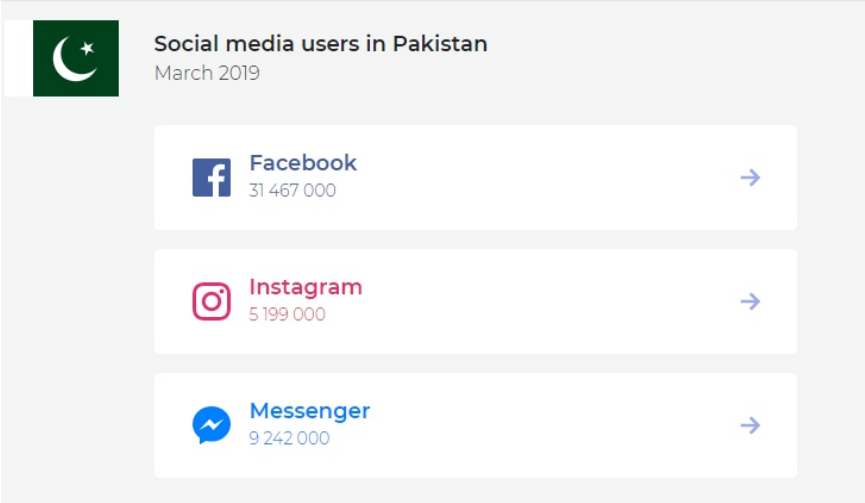
PRINT MEDIA FACTS

- Pakistan has around 300 privately owned daily newspapers. According to the Pakistan Bureau of Statistics (formerly the Federal Bureau of Statistics) www.pbs.gov.pk, they had a combined daily sale of 16.1 million copies.
- Most newspapers are published in Urdu or English and are regional rather than national.

[8] https://www.internews.org/sites/default/files/resources/InfoasAid_Pakistan_MediaGuide.pdf

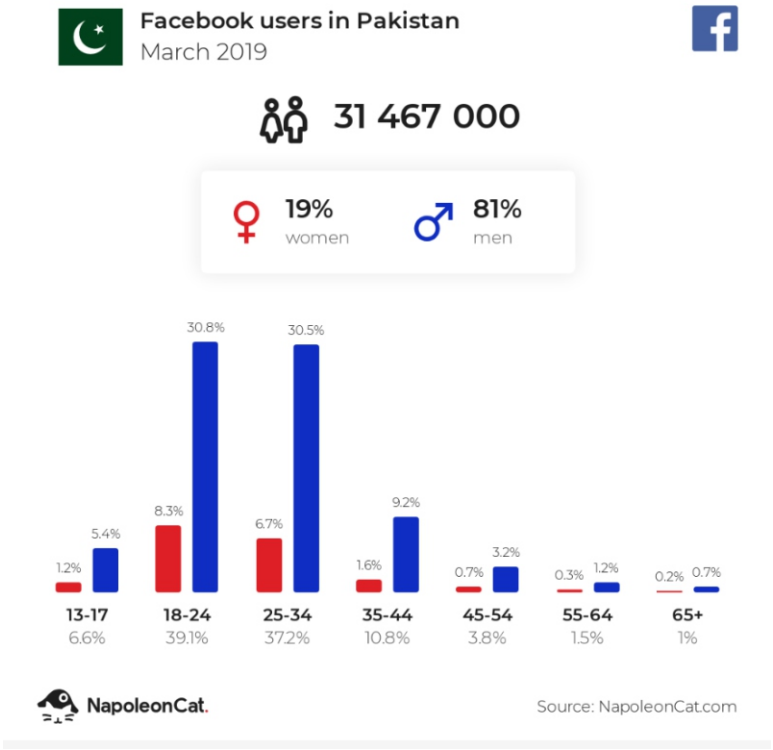
- Pakistan's largest newspaper is the conservative Urdu language Daily Jang which claims nationwide daily sales of 850,000. (Jang is the top daily newspaper with a circulation of 850,000. Nawa-e-Waqt holds second place with 500,000, followed by Pakistan (279,000), Khabrain (232,000), The News (120,000), Dawn (109,000), and Business Recorder (22,000).[9]
- Updated figures from the marketing research organization Gallup Pakistan say about 60% of urban populations and 36% of rural populations read newspapers. (These figures broadly track urban and rural literacy rates). About 10% of the population read magazines. Gallup found that about 30% of the population read a periodical at least once a day.

SOCIAL MEDIA FACTS



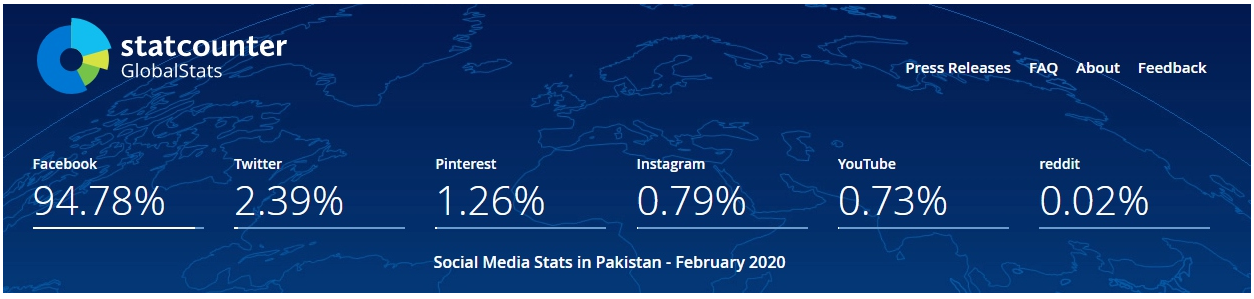
- There were 31 467 000 Facebook users in Pakistan in March 2019, which accounted for 15% of its entire population
- Most of them were men - 81%.
- People aged 18 to 24 were the largest user group (12 300 000).
- The highest difference between men and women occurs within people aged 25 to 34, where men lead by 7 500 000.[10]

[9] http://www.pressreference.com/No-Sa/Pakistan.html
[10] https://napoleoncat.com/stats/social-media-users-in-pakistan/2019/03



- There were 5 199 000 Instagram users in Pakistan in March 2019, which accounted for 2.5% of its entire population.
- Most of them were men - 65.2%.
- People aged 18 to 24 were the largest user group (2 560 000).
- The highest difference between men and women occurs within people aged 18 to 24, where men lead by 840 000.

MEDIA IN EX-FATA



The Federally Administered Tribal Areas was a semi-autonomous tribal region in northwestern Pakistan that existed from 1947 until being merged with neighboring province Khyber Pakhtunkhwa in 2018. We don't have credible data after the merger into Khyber Pakhtunkhwa, therefore, we are relying on available information as in the given chart.

Limited Accessibility

FATA is not strictly "media dark." Pakistan's broadcast media industry has mushroomed since the liberalization of the media sector in 2002. While the impact of media liberalization has been less pronounced in FATA than in other parts of the country, several national and international media outlets distribute information through radio, television, and newspapers in the region.

50%

the number of FATA residents surveyed who formed their opinions from radio broadcasts

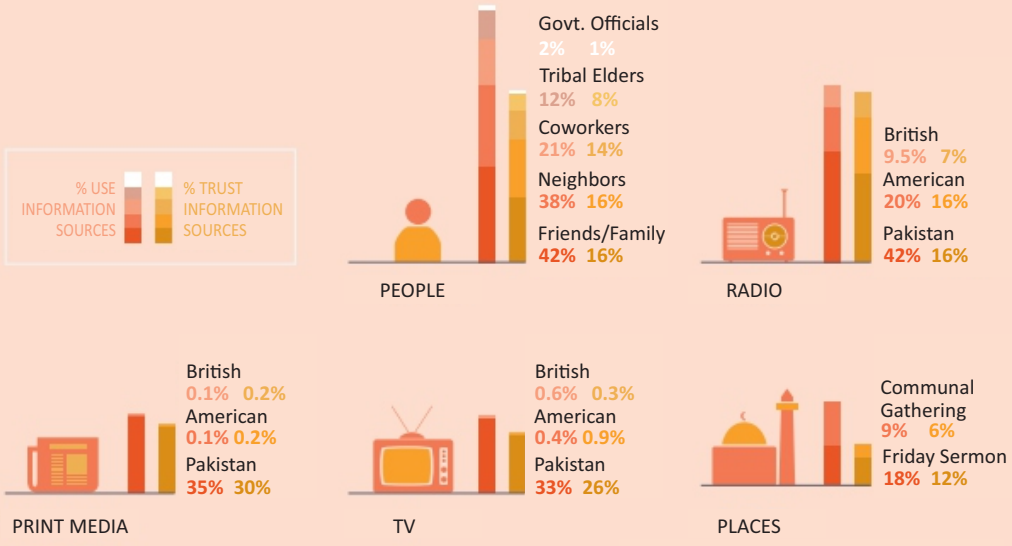
33%

the number of FATA residents surveyed who formed their opinions from television

-Understanding FATA Vol. V (2012), which surveyed 4,000 FATA residents, with equql representation from male and female respondents.[14]

TRUSTED INFORMATION SOURCES:

People in FATA gather information from a wide range of sources. With all information sources, however, trust in the source lags behind use.



TRADITIONAL AND INFORMAL CHANNELS OF COMMUNICATION

Across Pakistan, traditional sources of information are giving way to the electronic media. Only in remote areas is there any significant reliance on tribal elders, Muslim clerics or the old chalk-scrawled message boards that once served as information exchanges.

Data on such traditional and informal sources of information – including friends and family, community leaders and religious figures – is hard to come by.

FRIDAY SERMONS

It is often said that mosques are an important source of information. However, there has been limited research to support this point.

Preachers traditionally use their sermon at Friday prayers to deliver religious, social and political messages to their congregations. There is no doubt that they are influential opinion- formers in Pakistan.

Indeed, the influence of Islamic preachers on their congregations is strong enough for the government, to set rules for what's permissible for discussion in mosque sermons. It has not had much success with this measure, aimed at stopping hatemongering and attempts to fan support for Islamist radicals.

RESEARCH FINDINGS IN THE FATA (Newly Merged Districts)

In a research carried out by Internews in 2012, Some of the best research on informal information networks has been done in the Ex Federally Administered Tribal Areas (FATA). Radio is clearly dominant.

According to a 2011 survey of 4,000 FATA residents conducted by Community Appraisal and Motivation Program (CAMP) of respondents mentioned radio as a source of information for themselves, 33% mentioned TV, 35% mentioned the local and national press and 5% cited books or the internet.

Asked by CAMP which sources of information they valued the most, 40% of respondents said radio and 29% said newspapers. A further 26% cited TV. Only 18% in the CAMP survey mentioned Friday sermons. 12.5% cited information from tribal elders and 9% cited communal gatherings – known in FATA as hujras. The most valued sources of information overall were friends and family – cited by 42% of respondents. In terms of how they the information received, 8% said they valued most highly the information they received from tribal elders, while 12% valued the information received in Friday sermons.[11]

Friends and relatives were cited as the most valuable sources of information by 30% of respondents. Neighbors were cited by 25%.

In the tribal areas, hujras – evening gatherings of men in a specific place – and larger, less frequently held meetings known as tribal jirgas, are the traditional ways in which information is disseminated.

Local community leaders are known as maliks and tribal elders have traditionally been trusted on important matters. These conduits still exist, but such gatherings are much less important than they once were.

[11] https://internews.org/resource/pakistan-media-and-telecoms-landscape-guide

Generally, they only persist amongst Pashtun communities. Even there, maliks have often been the targets of attacks by Islamist radicals who want to break their hold over their kinsmen.

'FACE-TO-FACE' HEALTH MESSAGING

A survey of research carried out by this project (In a research carried out by Internews in 2012) found that 48% of those questioned recommended face-to-face communication for getting health messages across in rural areas.

36% cited community heads and 22% cited imams as the most effective people to communicate health and hygiene messages to the local population.

A further 25% recommended TV adverts and 18% recommended announcements at mosques.

Another method used successfully across Pakistan is wall-chalking or graffiti.

Even today, when almost every adult male has a telephone, graffiti in Urdu and other languages is still sprawled across walls, billboards, bridges and the sides of buildings, by political party activists, jihadi groups and students.

FAMILY TRUSTED MOST

18.6% of respondents to the survey cited community and religious leaders as their most trusted source of information and a further 12.4 % named schoolteachers.

But just over two thirds – 67.2% – said that they regarded family and friends as the most trustworthy source of information overall. This showed the tendency of families to fall back upon shared resources and the continued importance of face-to-face communication.

As far as trust in the mass media was concerned, television was cited as the most trusted source of information (44%). Radio was trusted by 28.3% and newspapers by 7.1%.

ANNEX 4: PUBLIC RELATIONS TOOLKIT

The Public Relations Toolkit is a separate document providing guidance on how to engage with various forms of media and develop content. The toolkit is a complementary set of guidance developed in support of this Communications Strategy and Plan and should be consulted when preparing communications materials or messages. The toolkit is linked below.



PR_Toolkit-_Revised_ June_18_2020.docx

ANNEX 5: MEDIA CONTACT LIST



Media Contacts.xls



صوبائی کمیشن برائے وقار نسواں

خیبر پختون خواہ

WEPP-KP
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Canada

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COMMUNICATION STRATEGY

Khyber Pakhtunkhwa
Commission on the Status of Women



FOR BETTER OUTREACH AND VISIBILITY, 2020

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